

# Federal Advisory Committee (FAC) Membership Balance Plan

Please read the [Federal Advisory Committee Membership Balance Plan Guidance](#) prior to completing this form

<b>(1) FEDERAL ADVISORY COMMITTEE NAME</b> <i>State the legal name of the FAC</i>
Advisory Panel on Outreach and Education (APOE)
<b>(2) AUTHORITY</b> <i>Identify the authority for establishing the FAC</i>
42 USC 217a, Section 222 of the Public Health Service Act, as amended. The Panel is governed by provisions of Public Law 92-463, as amended (5 U.S.C. Appendix 2), which sets forth standards for the formation and use of advisory committees.
<b>(3) MISSION/FUNCTION</b> <i>Describe the mission/function of the FAC</i>
<p>The Advisory Panel on Outreach &amp; Education (APOE), originally chartered on January 21, 1999, advises the Secretary of the Department of Health and Human Services (DHHS) and the Administrator of the Centers for Medicare &amp; Medicaid Services (CMS) on optimal strategies for:</p> <p>Developing and implementing education and outreach programs for individuals enrolled in, or eligible for, Medicare, Medicaid and the Children's Health Insurance Program (CHIP), or health coverage available through the Health Insurance Marketplace and other CMS programs.</p> <p>Enhancing the federal government's effectiveness in informing Medicare, Medicaid, CHIP, or the Health Insurance Marketplace consumers, issuers, providers and stakeholders pursuant to education and outreach programs of issues regarding these programs, including the appropriate use of public-private partnerships to leverage the resources of the private sector in educating beneficiaries, providers and stakeholders.</p> <p>Expanding outreach to vulnerable and underserved communities, including racial and ethnic minorities, in the context of Medicare, Medicaid, CHIP, and Health Insurance Marketplace education programs and other CMS programs as designated.</p> <p>Assembling and sharing an information base of "best practices" for helping consumers evaluate health coverage options.</p> <p>Building and leveraging existing community infrastructures for information, counseling and assistance.</p> <p>Drawing the program link between outreach and education, promoting consumer understanding of health care coverage choices and facilitating consumer selection/enrollment, which in turn support the overarching goal of improved access to quality care, including prevention services, envisioned under the Affordable Care Act.</p>
<b>(4) POINTS OF VIEW</b> <i>Based on understanding the purpose of the FAC, (a) describe the process that will be used to ensure the committee is balanced, and identify the categories (e.g. individual expertise or represented interests) from which candidates will be considered;</i>

- (b) consider indentifying an anticipated relative distribution of candidates across the categories; and  
(c) explain how a determination was made to appoint any individuals as Special Government Employees or Representative members

The Advisory Panel on Outreach and Education (APOE) shall consist of no more than 20 Special Government Employee and Representative Members. The members and the Chair shall be selected by the Secretary, or designee, from authorities knowledgeable in the fields of senior citizen advocacy; outreach to minority communities; health communications; disease- related health advocacy; disability policy and access; health economics research; health insurers and plans; health IT; direct patient care; labor, and retirement. The Administrator's Designee will appoint a Co-Chair from among the pool of at-large members. When determining members, all areas of expertise are reviewed to ensure a balanced membership. The determination to appoint members as Special Government Employees or representative members is made with approval by the CMS Ethics Office.

#### (5) OTHER BALANCE FACTORS

*List any other factors your agency identifies as important in achieving a balanced FAC*

Other factors considered for committee membership include geographic distribution, gender distribution and minority distribtuion.

#### (6) CANDIDATE IDENTIFICATION PROCESS

*Summarize the process intended to be used to identify candidates for the FAC, key resources expected to be tapped to identify candidates and the key persons (by position, not name) who will evaluate FAC balance. The summary should:*

- (a) *describe the process*
- (b) *identify the agency key staff involved (by position, not name)*
- (c) *briefly describe how FAC vacancies, if any, will be handled by the agency; and*
- (d) *state the membership term limit of FAC members, if applicable*

A Federal Register Notice is published, requesting nominations to fill the vacancies on the APOE. An internal review panel is formed to review all nominations received. Members of this review panel included staff from the Office of Communications (OC) for outreach and education expertise and minority/health disparities expertise. After review, the Panel selects nominees with the most comprehensive experience for a telephone interview. After telephone interviews are completed, the review panel determines and recommends to the Administrator's designee the strongest candidates for the vacancies. The Administrator's designee makes the final determination for filling vacancies on the APOE. The determination to appoint members as Special Government Employees or representative members is made with approval by the CMS Ethics Office.

Members are invited to serve for a 2-year term, contingent upon the renewal of the APOE by appropriate action prior to its termination. A member may serve after the expiration of his/her term until a successor is sworn in. The period of service for the Chair and Co-Chair shall be no more than 4 years. Any member appointed to fill a vacancy for an unexpired term shall be appointed for the remainder of that term.

#### (7) SUBCOMMITTEE BALANCE

*Subcommittees subject to FACA\* should either state that the process for determining FAC member balance on subcommittees is the same as the process for the parent FAC, or describe how it is different*

*\*This is relevant to those agencies that require their subcommittees to follow all FACA requirements.*

N/A

**(8) OTHER**

*Provide any additional information that supports the balance of the FAC*

**None.**

**(9) DATE PREPARED/UPDATED**

*Insert the actual date the Membership Balance Plan was initially prepared, along with the date(s) the Plan is updated*

**September 2016**